

# Response to a New Wave in Digital Marketing: Does Beauty Blogger Involvement The Most Influencing Factor in Halal Cosmetic Purchase Intention

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**Abstract** - Cosmetics market in Indonesia indicated a significant change in the last 5 years where market gets filled with halal cosmetic products, along with the increasing demand for halal cosmetic, cosmetic manufacturer should be able to answer the needs of today's consumers. Efforts to continually address consumer needs and success in the market trigger cosmetic manufacturer to take into account factors suspected having strong influence to stimulate consumer purchase intention towards halal cosmetic. Digital marketing is becoming a new phenomenon, beauty blogger involvement through social media and youtube brings out a new marketing way, beauty blogger involvement becomes important thing to cosmetic brand due to blogger's review attract consumer respond whether to like and keen to try product or even reluctant to it. This study aims to conduct a preliminary study of factors which predicted has strong influence to stimulate purchase intention towards halal cosmetic. Beauty blogger involvement via social media and Youtube, Arabic brand name, religiosity and halal logo, those are some antecedents choosen to be checked whether significantly influence Purchase Intention in halal cosmetic. This study will take respondents women from age 20 up to 40 years old, active internet and social media users, using mass-market cosmetic brand, they are Jakarta's residents, the survey will be conducted via on-line survey. The result of this study is expected to be a preliminary study to analyse the most influencing factor in halal cosmetic purchase intention

**Keywords**— Digital marketing ; beauty blogger involvement ; arabic brand name ; halal cosmetic ; purchase intention.

## 1. Introduction

The world's Muslim population growth and increased revenue in Muslim majority countries that show a positive trend has brought a significant increase in demand for halal products globally.

Global market demand for halal cosmetic products continue to rise, in 2015 the value of the global market for cosmetics reach US \$ 23.4 billion and is expected in 2020 will reach US \$ 45 billion with a CAGR of 14.3%, while the growth of the cosmetics market in Asia-Pacific region will be estimated growth of 11.8% from the period 2013-2018 [1].

The increasing demand for halal cosmetic also occur in non-muslim western countries, along with increasing consumer awareness in halal cosmetics, cosmetic with halal assurance was identified as the product that is safe and having high quality assurance, because it does not contain elements that are harmful to body and free from the element of animal-derived.

As muslim is the major population in Indonesia, this condition also contribute significant affect to halal cosmetic market in Indonesia, supported by research conducted by the Pew Research Centre "The Future of the Global Muslim Population" [2], estimates that by 2030 Indonesia will become the 2nd position of the largest Muslim population in the world, numbers of 238 million people. With the increasing demand for halal cosmetic particularly in Indonesia market, trigger cosmetic manufacturers to adapt to these changes, trying to create dedicated products targeted to halal segment consumer or register their existing products to the authorized formal institutions in order to get halal certificate and put on halal logo on its existing products, those are some part of the ways to be taken, of course all these efforts will be

unproductive if the manufacturer do not know the most significant factors that give strong influence in effecting purchase intention in halal cosmetics.

Besides the issues concerning the growth of Muslims in Indonesia and in global country, another phenomena is digital era, thing that change the marketing way and communication to consumers, the world has entered the digital era and consumers in Indonesia to be part of the changes.

As a part of digital marketing, a social network marketing through word-of-mouth effect is extremely powerful. People are likely to be affected by the decisions of their friends and colleagues [3]. One of the Blogger involvement in social media is their review or writing, this output emphasize the important role of writing and referring product reviews in the internet such is blogosphere or online communities [4].

Blog is one of the results of digital marketing, in today's cosmetic industry Beauty Blogger become one of the most influencial media to create success story of a product or brand. Beauty blogger has capability to influence her followers or the readers in her blog, thus it helps in shaping the perception of a certain product or brand.

A beauty blogger makes beauty as the main theme in her blog that sometimes combined with a variety of other information such as lifestyle, fashion and make-up tutorial. The presence of beauty bloggers as a reference or referral for those who are looking for recommended cosmetic products. Through a variety of beauty product review ever attempted directly by beauty bloggers, they explain the strengths and weaknesses of a particular brand of cosmetic products.

Through the beauty product review article written by beauty bloggers, readers have knowledge of a variety of benefits to be gained from cosmetic products. Additionally, beauty blogger also recommends best brand cosmetic products and update price list as consideration for the reader before purchasing the product.

Since beauty blogger involvement became a new phenomenon, then the variable beauty blogger involvement via social media and YouTube became one variable that is interesting to study in this research.

Another factor that directly affect consumers' perceptions in halal cosmetic is brand name, should it delivered from Arabic terminology in order to create Islamic image or western name is still acceptable for consumers, this factor should be

explored deeply, in facts brand name contribute special association in consumer's perception,

Consumer religiosity, does it directly impact into consumer's purchase intention in halal cosmetic? if they are more religious does it mean halal cosmetic is their priority? Halal logo on products also need to be explored whether it is significantly influence consumers to choose the product and directly confirming their needs towards halal cosmetic.

This study will take respondents of active women from age range 20 up to 40 years old, active users of internet and social media, users of mass-market cosmetic brand which is sold in Indonesia, the respondents are Jakarta's residents, the survey will be conducted via on-line survey. The result of this study is expected to be a preliminary study to analyse the most influencing factor in purchase intention towards halal cosmetic.

## 2. LITERATURE REVIEW

This study using the Theory of Planned Behaviour [5], which became the theoretical basis to support the relationship between purchase intention in halal cosmetics with other antecedents suspected having significant influence, the reason because purchase intention in halal cosmetic is not included in the behavior of impulse buying consumer, generally before purchasing cosmetic, consumer has been first planned brand or type of cosmetic that consumer wants to use or purchase.

The proposed framework for this research does not translate directly to TPB, but TPB helps to explain the way in which consumers have a belief or perception is determined or influenced by the desire of consumers to do the behavior or actions. The most relevant components of TPB is an attitude (attitude).

The attitude that comes from belief (Belief) if halal cosmetic is better, in terms of feeling element about halal cosmetic can provide positive emotion and thus creating a feeling of safety to the product and influence consumer behavior towards to the next stage that can determine purchase intention as can be seen in figure 1[6]

This study is particularly want to find out factors thought to have the most powerful influence to affect consumers purchase intention in halal cosmetics. Purchase intention is the dependent variable to be resolved through the variables that have been set as the antecedents, this study is conducted to see whether all antecedents : beauty

blogger involvement, arabic brand name, religiosity and halal logo have significant relationship with purchase intention in halal cosmetic.

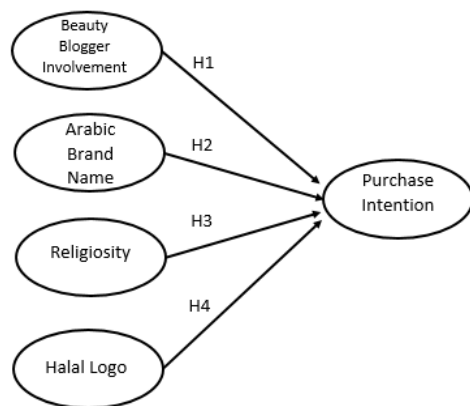


Figure 4. Research Model

## 2.1 Beauty Blogger Involvement

Word of mouth is a powerful tool to influence people and can also affect their buying behavior. According to [7] defines online word of mouth as "Every statement is positive or negative is made by potential customers, current customers or former customers about the product or company that has been disseminated to many people and agencies Through the internet ". Social media (Twitter, Facebook, LinkedIn, Pintrest, etc.) that connects people in new ways, which also brings marketers into the wider society, as an active participant.

The use of celebrity models also signifies the actual presence of the creator of marketing [8]. Online marketing communications, special, E-WOM, Online Communities and Online Advertising is effective in promoting the brand and products through the company's website and social media platforms [9].

Nowadays bloggers have also become a new phenomenon in the world of marketing, viral marketing through bloggers, especially beauty bloggers become the method of sale of the most advanced today where an instant can make a product or brand became trending topics, in addition to the blogger has the power of the masses to influence others because has followers or fans. According to [10] WOMM that attempts to direct the discourses of bloggers may seem to have many

similarities with the use of public relations or other forms of paid promotion.

One way for cosmetic firms to understand consumer needs and to have access to customer feedback. No place lends itself to this task better than the website and social networks. They not only enable firms to develop their understanding of customer needs but also provide a huge opportunity for a firm to impact customers' purchase intentions, all the more as the internet and social networks keep growing [11].

By seeing the condition of how blogger gives influence towards purchase intention, this study is aimed to check the significant relation between beauty blooger in cosmetic industry towards purchase intention.

H1 : There is significant relationship between blogger involvement and purchase intention

## 2.2 Arabic Brand Name

As one of the variables that supposedly give effect in the perception of consumers to choose halal cosmetic, it is not inseparable from the condition that halal is directly related to Islam and Arabic terminology correlated strongly with Islam.

Based on [12] has recognized that certain brands may not only be represented by a name or a symbol, a brand perception and consumer sentiment towards products and services, which means the point of view of how the consumer. Brands can affect preference and intention to buy consumer [13] [14]. Utilizing Arabic terminology became one variable that is interesting to be explored, in today's condition some cosmetic brands in Indonesia utilize Arabic brand name, this action can be thought as an effort to create differentiation amongs competitors by distinguishing brand names with regular brands, naming the product with Arabic brand name provide assistance in delivering messages if the product is halal or dedicated for muslim consumers.

Studies on the naming of brand with its Arabic terminology not much to be found, one can be used as a reference is [15] in his journal for Banking Industry, based on his research findings most of the respondents agree that the Arabic terminology gives sort of competitive edge for the Islamic banks but at the same time they indicate that the catchy

Arabic name will give them difficulty in gaining a fast information and comprehension towards the product, another reference comes from Miles Young speech [16] can be used as a reference about the impact of using Arabic brand name Versus using ordinary naming for a certain product.

Seeing facts if Arabic brand name might have possibility to be gives strength or weak effects towards consumer understanding, this study is aimed to check the significant relation between Arabic brand name towards purchase intention.

H2 : There is significant relationship between Arabic brand name and purchase intention

### 2.3 Religiosity

Some studies have shown a positive relationship between the level of religiosity of someone with his/her consumption behavior [17] [18]. Someone who has a high religiosity, his/her consumption behavior is likely to be in accordance with religious rules. Measurement of religiosity commitment will use the inventory-10 [19]. The key variable in the model Worthington (1998) is a religious commitment, which is defined as the extent to which a person adheres to religious values, beliefs, and practices and use them in everyday life, the notion that a very religious person will evaluate the world through the scheme of religion and thus will integrate religion into many aspects of her life.

H3 : There is significant relationship between religiosity and purchase intention

### 2.4 Halal Logo

Having a Halal logo or certificate in today's globalized world is a must in order to cater for all Muslim needs [20]. Based on [21] research finding in Malaysia, the positive correlation between labelling and purchase intention indicates that as customers have higher confident in labelling of the halal products, they will have higher intention to purchase the Halal products. Consumers who can differentiate and are confident about the genuineness of the Halal logo tend to have higher intent to purchase the products.

In Indonesia nowadays many cosmetics can be found with the halal logo, giving halal logo on cosmetics is not only apply to new brand, or brand with specific targeting to muslim consumer and

claiming itself as halal cosmetic brand, but existing or even old cosmetic brands are started applying halal logo on their products, the authorized institution in Indonesia that have authorization to issue halal certification is only LPPOMMUI.

Manufactures' practice to apply halal logo on products do not necessary give them chance to the be choosen by target consumer, therefore halal logo becomes one of the variabels to be checked in this study, it is necessary to find out whether halal logo on product significantly influence consumers purchase intention towards halal cosmetic.

H4 : There is significant relationship between halal logo and purchase intention

## 3. METHODOLOGY

The approach used is a quantitative model via an on-line survey, methods of on-line survey selected based on consideration of the author which one of the output from this study is to find out how significant impact digital media accessed by using internet-based towards purchase intention in halal cosmetic, as beauty blogger involvement in social media and Youtube become one of the antecedents, author want to get respondents from internet-users including social media and Youtube users in order to get natural findings in this study.

This study has four latent variables. The collection of data to see relationships latent variables using a questionnaire five-point Likert scale where (1) for the selection of "Strongly Disagree" to (5) "Strongly Agree". As for the demographic questions using multiple choice. The indicator questions or variable measurements in this study was adapted from several sources.

Questionnaires will be distributed to minimum 100 female respondents with the criteria of the respondents as follows: female Muslim, the active age 15 up to 40 years, internet users who exposed to social media and Youtube application, use or have ever used cosmetic brand regular product or mass-market brand, brand decision maker, SES and education levels are free (not restricted), questionnaires filled the respondents themselves (self-administered questionnaire) through on-line survey.

To determine the sample size for quantitative research, according to Robin Hill [22] in the

journal titled “What Sample Size is “Enough” in Internet Survey Research?”, he mentioned that according to [23] in behavioral research, sample larger than 30 is ensure the researcher the benefit of central limit theorem while a samples of 500 assure that sample error will not exceed 10% of standard deviation about 98% time. Thus the range of 30-500 for sample size is appropriate for a study. In this research, the respondent collected for quantitative research is 100 person with simple random sampling as all kind of respondent, as long as they use mass-market cosmetic brands and internet-users exposed with social media and Youtube, they have same opportunity to participate in this survey.

#### 4. RESULTS AND FINDINGS

This study has gathered 110 respondents from total 100 targeted respondents, on-line survey was conducted by using structural questionnaire, up loaded digitally by using Google forms, that been delivered by using smartphone through WhatsApp mobile application within 2 weeks of field study,

All questionnaires were evaluated using a five-point likert scale, where higher score represent agreement, while lower score represent disagreement. Respondent's demographics were analysed separately from the primary model.

From respondents side it is revealed if respondents are mostly comes from young age generation ages range 20-29 years old and familiar with smartphone application, one of the interesting findings is they are majority watching video tutorial by using smartphone 84.7% compare with laptop 15.3%, it shown how powerful smartphone as it delivered convenience and speed in accessibility. Respondents also majority have undergraduate study means they are educated well.

From this study also revealed if majority respondents have ever seen video tutorial before 94.1% and some of them 35.6% are intentionally become a follower of beauty bloggers, and some of them 14.4% are watching video tutorial everyone.

After first modification, all returned answers were analysed using SmartPLS 3.0 Software. The results of reliability and validity tests indicate several items with loading factors lower than 0.7 were removed, and the analysis was performed once again. The second analysis results revealed that the

remaining item's outer loadings exceed 0.7 which indicates if indicator variabels are acceptable. According to nunally ...suggested value 0.70 and 0.9 should be desirable in advance stages of research.

Results of the cronbach's  $\alpha$  are also as expected. PLS-SEM prioritizes the indicators according to their individual reliability, and cronbach's  $\alpha$  assumes that all indicators are equally reliable.

Looking at the average variance extracted (AVE), results of convergent validity for each latent variable are also greater than the acceptable threshold of 0.5 (bagozzi & Yi, 1988). As a parameter, this indicates that the degree to which measures of constructs that theoretically should be related, are in fact related.

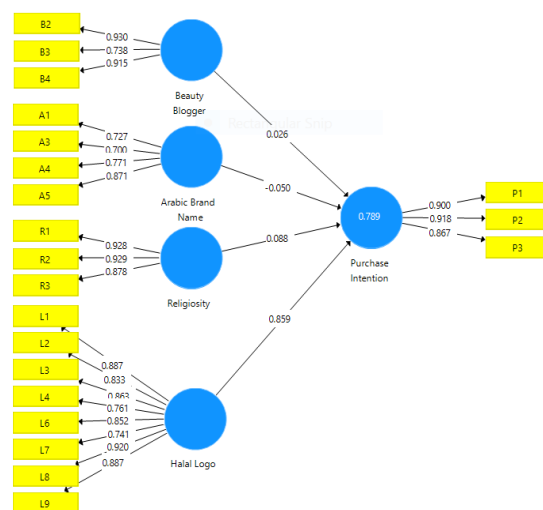


Figure1.Structural Graph After Data Processing

Source: SmartPLS Software data processing

Looking at this diagram, the coefficient of determination (R<sup>2</sup>) for Purchase Intention as the endogenous latent variable is 0.789. This explains that the four latent variabels (beauty blogger, Arabic brand name, religiosity, halal logo) moderately explain 78.9% of the variance in purchase intention, meanwhile in the inner model tells the condition if halal logo creates the strongest effect on purchase intention compare with religiosity and beauty blogger, thus the assumption if beauty blogger creates the most influencing factors on cosmetic purchase intention does not happen in halal cosmetic. Another interesting findings come from Arabic brand name, the negative inner model loading -0.050 indicates if

path relation from Arabic brand name is the opposite pattern to purchase intention, thus inversely halal cosmetic purchase intention is likely to correlate to Arabic brand name variable. As refer to hair multivariate data analysis book. The mean profile illustrate the interpretation of signs whether it is positive or negative on the discriminant weights and loadings. The negative weights or loadings are for those variabels with the opposite pattern.

## 5. CONCLUSION

As a conclusion halal logo gives the most influential factor to purchase intention of halal cosmetic rather than beauty blogger involvement, however due to the rapid growth of social media marketing platform, it is still advised for company to keep watching the changes in the digital marketing.

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